

NEWS RELEASE
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Community Meets Challenge, Mayor to Take Pie to Face
Mayor's TLU Great Give Community Challenged Met, Exceeded

SEGUIN, Texas – Mayor Don Keil put his face on the line and challenged Seguin to support Texas Lutheran University's 2015 Great Give. The community answered the challenge and next week Mayor Keil will settle the debt by taking a pie to the face.

"TLU is such a pillar of this community and I'm happy to be able to help incentivize folks to support such a great institution," Mayor Keil said. "If the tradeoff for that is someone shoving a cream pie in my face, I'm perfectly willing to step up to the plate – literally."

Mayor Keil challenged the community make 100 donations to the university's March 4 fundraising campaign. That goal was met by mid-afternoon and at the end of the 24-hour campaign, 138 Seguin residents had donated. Overall, TLU's 2015 Great Give raised \$118,960 to impact in the lives of students, faculty, staff, campus and community.

The "pieing" will take place Wednesday, March 11 at noon on the steps of Seguin City Hall. TLU President Stuart Dorsey will handle pie duty. Everyone is welcome to come see the fun.

This is the second consecutive year Mayor Keil has taken a pie to the face as a result of a challenge involving TLU's Great Give. Last year he challenged the community to make 70 donations, a goal that was surpassed. KWED Radio's Darren Dunn and the mayor's wife, Marty, handled pie duty then.

"Let the pie fly," Mayor Keil continued.



About the City of Seguin

Seguin, Texas is located along Interstate 10, about 35 miles east of San Antonio. Seguin is big enough to boast a top-rated university and a state-of-the-art hospital. More than 25,000 residents enjoy a range of cultural, recreational and employment opportunities. Seguin's robust diversified economy features a steelmaker, a manufacturer of automotive parts, an engine manufacturer and plants making roadside mowing equipment and building materials. In 2014, Seguin was proud to be selected by Siro Group USA as the future home of the company's North American manufacturing facility.

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